

ARTICLE MARKETING

Pro 2020



Robert J



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About the author



Robert J

Since 2010 Robert has been involved in learning the ropes to creating an Internet Marketing business. Back then it involved learning html coding to create websites from scratch. But with the advent of WordPress it is now so easy to get a whole website up and running in 1 day. (Yes, I know it won't be perfect, that takes time. But the essential structure will be in place – Home page, About page, Contact page and Privacy policy page). Then it's just a matter of adding content pages, squeeze pages and thank you pages. Content can be separate pages or a blogroll.

Then Robert learnt the hard lesson that without traffic all other efforts are wasted. Getting eyes-on to our websites is critical to having any form of success. But once this is mastered then the way is open for all of us to live our dreams.

As you are reading this e-book then we can feel assured that Robert has found a traffic method that reached out to YOU. In turn you can reach out to your own clients.

Robert's dream is to live on a boat and take it along the canals and waterways of the United Kingdom. About 2,200 miles of waterways leading from the coast into the great cities inland.

Robert's Internet Marketing business is the key to financing this dream. What is your dream?



Since 2018 Robert has begun to live his dream by acquiring a motor cruiser on the Caledonian Canal in Scotland, United Kingdom. Boats are a bit of a money pit but with ongoing income from his Internet Marketing business the dream is being lived.

(If you are interested in his boating ventures then search for “roughing it on a motor yacht” on YouTube and Facebook).

This guide can help you as part of your own efforts to get traffic to your websites and offerings. This is a FREE traffic method so takes a bit of time to see results. However, if you have an email list, then you can set it up so that your subscribers receive automatic notifications every time you post a new blogpost. This gives a quick boost to your traffic. For free, simple training on setting this up go to [Using WordPress RSS feed](#)

Introduction

This book is going to show you an advanced method of using article marketing to dominate the search engines in today's difficult algorithmic search engine environment.

The truth of the matter is, traditional article marketing, that is, writing articles and submitting them to multiple online article directories, is no longer as effective as it used to be. However, with a few additional simple steps and hierarchical strategies, I believe article marketing can be as powerful as it used to be; in fact, I believe it might be even more powerful than ever before.

I want to give some background on search engine marketing and the impact of article marketing on search engine marketing.

You see, I believe that if you simply learn a new technique about search engine optimization, but don't understand why each element of it works, then if something small changes about the search engine environment and that one element is no longer relevant, you won't be able to recognize the change fast enough. And by default, over time you will find yourself doing "old" techniques simply because you learned "one way."

Then in order to get results again, you must once again take instruction from someone to learn how to do the new things.

However, if you understand why each element of the formula works, then as the search engine environment changes, you can change what you are doing to match the current environment and algorithmic changes, just like the search engine teachers are doing so they can teach you the new methods, and you be able to keep your search engine marketing strong without having to continually get new instruction as things change.

So let's get started.

Background of Search Engine Marketing

Why use search engines?

First, some background. Why use search engines in your marketing? The reason is simple: search engines are one of the biggest places people go to find things online. So if you want to be found online, a search engine is one of the top places you should be.

How do search engines work?

How do search engines work? The basic premise is that any web page on earth can be available in the search results. The problem comes in that there are millions and millions of web pages, but when you or your prospects are searching for information about something, you don't want to search through millions of pages to find what you want. So you probably just look at the first few results on the first page of the search results, instead of searching through millions of pages, and if your answer isn't in those few results, you likely type in a slightly different keyword phrase to help zone in on what you are looking for.

This means that the search engines have to have a relevant way to make the first few results the most relevant for your search. To do that, they have to use mathematical algorithmic formulas to determine the best result. And of course, in a perfect world, the best result would simply be the one page that most closely matched your search phrase. However, many people and companies are competing to be the most closely matched page for your search result, and many may be so close that just based on the content on the page, it would be impossible to determine what is truly the very best result.

Search engine results by proxy

Enter the founders of Google. They hypothesized that the best pages online would be visited by the most people, and more importantly, would be recommended by the most people. So by extension, the most relevant pages would have the most recommendations by other people. And when people recommend pages online, they create links on their site or web page with which to actually perform the recommendations.

So, by extension, the more links a page has coming into it, all other things being held equal, the more popular that page is. Of course, all things aren't equal, and almost immediately anyone wanting to get their web page ranked higher would simply get other websites to link to their webpage. And over time, people began getting more and more links to their webpages, and these links were not based on natural demand for a page, but instead were dictated by market conditions and competition.

So to make a long story short, the search engines began imposing conditions on the linking structure, assigning values to different “qualities” of links, and began to add deeper levels of diagnosis of the content of the web page itself, to determine the appropriate ranking of a certain page in their search engines.

And each time the search engines changed their formula to make their search results more relevant, given the last round of commercial adaptation, savvy people who wanted higher rankings made adjustments to once again game and manipulate the search engines.

So at this point, we might simply conclude, well to get higher rankings, we simply have to be the fastest to adapt to the new search engine formula. The problem with this strategy over time is that in order to get search engine rankings and the associated traffic, one must constantly be changing the work he does to get those rankings.

Is there a better way?

Enter Article Marketing Pro 2020

But first, a little more background.

What Do Search Engines Really Want?

In all of these algorithmic changes, what do the search engines really want? In a nutshell, they want to deliver the best results to their searchers. And one of the things they have made very clear is that aside from algorithmic popularity elements, the most important thing is that the web page delivers **relevant** content to the searcher.

In theory, they want the most relevant content, meaning words or sounds on a page, for that keyword search. In fact, all the popularity and ranking algorithms, for all their effort at evaluating how much the page is liked based on links, traffic, social involvement, etc.; their sole goal is to deliver the page with the best content.

Now, the way they determine the best content varies over time, based on the changes in the algorithm. But the constant remains that they want the best content. So the question comes up, why not just create the very best content, get it noticed in the web environment, and trust the search engines to do the best job of finding that best content, instead of creating ho-hum content and then gaming the search engines into believing your ho-hum content is really better than it is by inflating it with links, traffic, and social involvement?

The Old Way of Article Marketing

And the statement I just made has been the driving factor behind the development of newer article marketing systems, both now in the advanced version, and in the past with the more primitive (but highly effective) version that was used initially. The goal has always been to create good content and allow the search engines to find that content. And by focusing on good content instead of massive manipulation of links, I believed that the content I created could stand the test of time because I was focusing on the content and not the algorithm.

However, in every valiant effort, if there is an easier way, we humans will take it. And although I eschewed the concept of blatantly manipulating search rankings, I realized that simply by writing content and getting it posted on already-popular web pages online, both criteria for high search rankings would be met. Meaning that content was being created that would stand the test of time in the search engines, and naturally through the process of the posting of the content on popular sites, natural links would occur which would encourage the search engines to award rankings.

And in the early days it worked well. Articles were written and posted to article directories online. These had multiple websites that would “syndicate” the articles, meaning they would publish the articles on their own websites, leaving a link in the article that went back to the original article. The search engines rewarded the initial writer with search rankings.

Then came the spinners!

Article Marketing Corrupted by Greed and Software

So what went wrong? Actually, with that exact strategy, nothing. But there were many people, in an effort to quickly multiply the efforts of those single articles and inbound links, began to find ways to exponentially increase the proliferation of those articles online. The single biggest problematic tactic, in my opinion, was that of developing software programs that “Spin” the article.

This would scramble the order of the words, sentences, and paragraphs in an article so that someone could write one article and have many versions of that article created so it would look like that person had written, for example, 100 articles instead of one.

The software developers created a way to alter individual words in the articles by using synonyms for each word. The result was millions and millions of spammy, illegitimate, and worthless articles floating around on the web masquerading as original articles. And this completely destroyed the ability of the search engines to naturally award the best rankings to the articles with the best content based on links and raw content.

Search engines solve the corruption dilemma

So the search engines took steps to solve this problem. And in doing so, they have practically eliminated all occurrences of these illegitimate articles online. [Look into effects of the famous [Panda](#) and [Penguin](#) updates by Google] But in so doing, the impact on legitimate, original articles online has also been changed.

The only question is, by how much.

My personal experience is that for originally written articles that are submitted to legitimate article directories, there is not much of a negative impact. I base this on my own traffic from my own originally written articles. However, the truth remains, in their efforts to block these illegitimate articles from their search results, the search engines have likely impacted the search results of the bulk of all the articles online, including original articles with good content intent. So although I personally have not been affected much by the changes, the fact remains that likely most people have.

You see, it's not easy (it's time consuming, particularly), and it's counter-intuitive, to write a single article, submit it to a single location, and trust the “system” to accurately assign search rankings. The rankings occur slowly over time, are not consistent from article to article (although on average in aggregated scenarios, there is robust consistency), and is hard work. Because of this, article marketing as it used to be taught, just isn't very popular anymore. Not because it doesn't work. But because the old way most people were doing it no longer works.

So over the course of the last few years, as a result of the fact that many people who try to do article marketing struggle to get the kinds of results they need in order to run a viable business, I have been developing a much-advanced system that supercharges and exponentially powers article marketing in today's search environment, and that is what I will teach you in the rest of this book.

In the course of giving you the history and reasons why article marketing works, I've given you the concept that **content** plus **links** plus **traffic** plus **social activity** equals **search rankings**. Now, there are a few ways to make that occur, but only one way is easily duplicable in scalable scenarios over the long term.

What doesn't work with the search engines?

Let's talk about the ways that don't work over the long run. Back to the search engines for a sec. Their goal is quality content, but they evaluate that content using proxies - for example, using links as a proxy, using traffic as a proxy, and using social activity as a proxy. Of course that's all in addition to the evaluation of the content itself.

Manipulating the search engines

So the easiest way to manipulate search rankings in the short run is to manipulate things like links, traffic, and social activity. This is where the claims originate that you might read in emails or sales letters that sound like this: "Get #1 search ranking in 3 days guaranteed!"

Of course, discounting the fact that some of those headlines are blatant lies or are at best misleading, sometimes it is possible to exploit the current algorithm to get temporary high search rankings by doing things like getting a certain kind of link (whatever is most valued by the search algorithm by default this month or day), driving a certain kind of traffic, or getting a certain level of social activity.

For example, perhaps the search engines choose to use links from a certain web domain as a proxy for the quality of the content. As soon as a savvy SEO programmer discovers this, he begins to sell links from the certain web domain. A few days or months later, the search engines discover that is occurring and devalues the links from that domain, totally destroying the ranking value obtained from that tactic. This is just one example of thousands of different types of things people do to manipulate search rankings. And every time the search engines discover this, they change the formula.

Changing your SEO with the changing tides of the algorithms

The problem is, having to change your own method of marketing every month in order to get traffic is no way to build a solid business. Imagine building an offline business, perhaps a sandwich business, in an environment where each month you have to change the way you advertise. And because you don't know ahead of time which way will work each month, it is totally hit or miss whether you will get customers this month or not.

So one month you have really good sales, hire lots of sandwich makers, and then next month sales drop off completely, you have to fire almost everyone, get behind on your rent and salaries and nearly go bankrupt, then the next month sales explode again, you don't have enough workers to make sandwiches and deliver them, people gripe and complain about your service, and so on and so on. You couldn't run an offline business like that, could you? But the truth of the matter is many web companies that rely on

manipulating search rankings to get their traffic, experience this each month. High sales when they guess which tactic will work this month and horrible sales when they guess incorrectly.

But there is a better way - simply build your content out in such a way that the search engines will give you rankings based on solid, long term strategies that are in line with their stated goals and policies.

Build your own SEO naturally

Now, before I give you the strategy for how to do this, I want to make something really clear (and I alluded to this earlier): if you choose to do what I am going to teach you in a mechanical fashion, trying to find ways to automate all the steps, your actions themselves will appear to be manipulative to the search engines; the search engines will discover your manipulations, and will disable the algorithm in such a way that your efforts will be useless.

It is critical that you keep in mind in everything that you do for your search engine marketing, that the search engines' goal is this: great content that naturally propagates online and gets natural levels of traffic and social involvement. If you do anything to inflate the natural propagation, traffic levels or social involvement, you will be creating a manipulative environment that when discovered by the search engines, will be disallowed.

And one more thought before I teach the system: it is easy to begin to feel that the search engine is your enemy, and that you have to fight a war with the search engine, and that deception is one of your weapons, and that the more savvy and deceptive you are, the more likely it is that you will win the war. I believe that attitude is pervasively destructive, and will result in your losing your war.

Instead, view the search engine as your friend, the friend that will promote you endlessly if you provide it what it wants. You see as the search engines are privately owned entities this means that, in the confines of the law, their prerogative is to run their search engines in the way they want to. And that includes excluding you from participating. Which is actually a good thing, because it means that if your competitors do things that are against the policies of the search engines, they will be excluded from participating in the traffic available from the search engines. I was personally elated when the search engines began to exclude millions and millions of my competitors' web pages and content pages from their search results due to the violation of their policies, because it meant that my own pages could rank higher because I was no longer competing with unscrupulous marketers who were manipulating the search rankings.

Now for the strategy:

Concise Blueprint for Advanced Article Marketing

First, a concise blueprint:

- 1) Create content that is informative and useful for people looking for the information contained in the content. ***** This could be blog posts, articles, videos, web pages, etc.
- 2) Have that content published on a wide variety of websites (only one publishing location per instance of content; do not publish the same content on multiple web locations).
- 3) In each instance of the publishing of your content, refer readers (or listeners in the case of video or audio [for ease of writing, from here on out I will refer to all categories of content publishing, written, audio, or video, as written content, and hence refer to consumers of that content as “readers”]) to both your website and another instance of your content that might be relevant to those readers.
- 4) Send people who might be interested in your content topic, to your content pages on your website.

***** How to create content that is the answer to a searcher’s efforts depends on Keyword Research. The closer you understand what searchers are looking for the closer you can create content to meet their needs. Using a basic keyword research tool is the absolute minimum effort you should carry out first. In fact the right tool will give you a whole list of words and phrases you can use for titles and content. [KRP](#) is one such tool. As ‘cheap as chips’ as we say here in Britain but very fast and powerful.

Why does this process work?

The first step, creating useful and informative content, meets the core desire of the search engines for useful, informative content to show in their search results.

The second step assures that your content is available on a wide variety of web locations which has 2 benefits:

- 1) If one web location goes out of business, is disabled, or otherwise is removed from the search engine results, your business is barely affected because your content is widely distributed online in a way that could possibly be imagined as being holographic in nature and
- 2) The wider the distribution of your content, the wider is the possible audience for your content. The third step assures that your total content readership can be exponential, meaning that if someone reads one blog post from you, they can potentially read multiple instances of your content simply by clicking through from each instance of your content.

And the fourth step assures that you begin the initial phase of discovery by people online, which can lead to people recommending your content to others, and leads the

search engines to see that your content pages are receiving natural traffic levels and social activity.

Notice that by doing each of these 4 steps, all the critical components of the search engine algorithms are achieved: content components, traffic, linking structure, and social activity. Nothing additional needs to be done to inflate traffic, links, or social activity. The more natural those activities appear (and the most natural is when you don't unduly influence or manipulate those activities), the more your web pages will be rewarded with search rankings into the future.

To summarize the process: constantly create new content, consistently linking to old content in the new content, creating multiple layers of interaction between content pieces, and send targeted relevant visitors to your content pieces based on possible interest level of those visitors.

Visually, the process looks like this: Write a quality article. (Or several if the topic is a big one. Sub-topics are best dealt with in their own articles but link them together through referral at the end of each one). Make it focused on a very few keywords but providing the reader with the information they are seeking. Host this article on your own website. Next take a good part of that article (but not every word of it) and turn it into a video script. Make a video for your YouTube or Vimeo channel. Embed these videos onto your Face-book page and link back to the video channel. Refer back to the full article both at the end of the video and in the description box below the video. Next adjust the article to become a script for an audio book. Once again refer back to the original article for further information. As an article is in essence a longer version of a blogpost then take each part and make a series of blog posts on it and once again refer back to the original, fuller article.

This guide has followed this path. You may be reading an extended summary on my website, or watching it on video or listening to it as a podcast all linking back to the website. This can then lead you to have the ultimate, full version as a downloaded pdf e-book.

The Psychological Core of This Strategy

Notice that this strategy centers around creating relevant content, meaningfully linking to that content for the purpose of allowing readers to read more of your content. This way you are sending targeted, interested people to your content based on their needs and interest not for the purpose of inflating traffic or social activity.

By now you might be wondering, "well, you are advocating getting links and sending traffic to your content. What's wrong with just sending more links and more traffic to the content to get higher rankings?"

Here are the reasons:

- 1) The search engines forbid it,

2) Because they forbid it, although it might cause a temporary increase in traffic, in the long run, it endangers the long term viability of your content strategy, and

3) When you drive links and traffic for numbers' sake online, you leave a digital footprint that marks your content as participating in search engine manipulation.

So you might still be wondering, why the extreme emphasis on this? Because I know from experience that if you do it right, you will get long term traffic (although it will build slower in the short run) and that if you manipulate your rankings through artificial means, you will most likely lose long term traffic. I am in this business for the long run, so I want to build my business for the long run. It is too much work building a real business to build it on a foundation that may crumble quickly with changing tides and search engine algorithmic changes; instead, I believe in building a strong solid foundation that will lead to long term success. And the information in the steps I give you next is so powerful that you may be tempted to manipulate its use, so I want to be ultra-clear that that is not in your best interest!

Ok, now for the good stuff!

Now I will teach you the specific processes to do each one of those 4 steps.

A QUESTION THAT IS OFTEN ASKED –

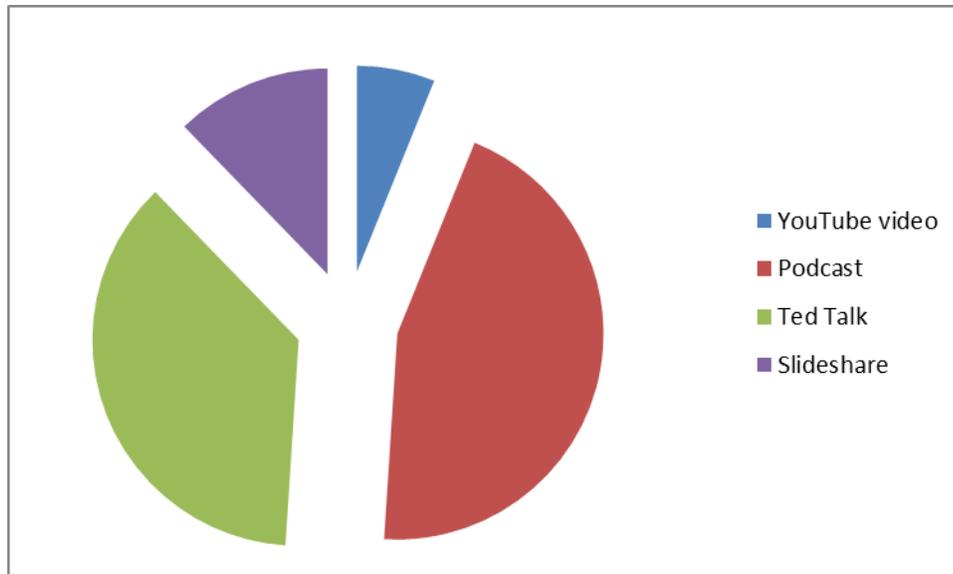
WHEN DOES A BLOGPOST BECOME AN ARTICLE?

This is a frequently seen question in forums and asked of many bloggers and online writers. Neil Patel gave a good discussion of this point in [This Article](#) from his own website.

In summary from many sources, a *blogpost* ideal is between 1,600 and 2,450 words. *Articles* are between 3,000 and 10,000 words. The space between the 2 can be incorporated into either a blog post or an article depending on where you are posting it.

Also anything approaching 10,000 words and especially anything higher, in my opinion, would be better off in being made into a downloadable pdf e-book rather than using up valuable real estate on a webpage.

As well as word count, the time taken by the reader (or viewer) with that medium is also important for keeping the reader's (viewer's) attention span.



Time in mins	
YouTube video	3
Podcast	22
Ted Talk	18
Slideshare	6

Step 1: Content creation

The most popular forms of content are blog posts, articles, and short videos and more recently podcasts or at least an audio book.

How to write a blog post

To write a blog post, start by writing a title that tells what you are going to teach in the blog post, for example, “How to Write a Blog Post.” Then tell why you are writing the blog post and what you are going to teach in the blog post. For example:

In this blog post, I am going to teach you how to write a blog post. The reason I am writing this is because writing a blog post is an easy way to start the process of getting web traffic online. (This example is too stuffed with the keyword ‘blog post’ for modern use. It’s a good example of what used to be but must not now be).

Then write the steps to doing whatever the blog post is going to teach. For example:

To write a blog post, you will write a title, a first paragraph, then each of the main points. Conclude your blog post with a resource box that leads readers to discover more of your content online.

Next, list each of the steps and how to do each step. For example:

- 1) *Write a title. To write the title, tell the reader what you are going to teach in the blog post.*
- 2) *Write a first paragraph. Tell why you are writing the blog post and what you are going to teach in the blog post.*
- 3) *Write main points. For each step that might be required to accomplish what you are teaching in the blog post, write directions for doing that step.*
- 4) *Write a resource box. The resource box is where you lead readers of your blog post to other instances of your content online. An example of an effective resource box is this:*

By the way, do you want to learn more about (topic of blog post)? If so, go to my website and download my free guide, how to (topic of blog post): (link to website).

And do you want to read more blog posts like this about similar topics? If so, go here (url to another blog) to read more of my articles.

Once you have written your blog post, include a resource box as described in the sample blog post above.

Writing blog posts like I have just modeled is a simple process, as I've just demonstrated. It is easy to do, and as long as you know your topic (as you should if you are building a business around it) the words should come naturally. It should only take a few minutes to write a single blog post, so you should be able to write several blog posts per day easily. This harkens back to what I said earlier about your initial keyword research. Using a tool such as [KRP](#) will give you a whole list of related ideas to write about.

How to write an article

To write an article, follow the exact directions for writing a blog post. There is no difference between an article and a blog post the way I have described writing the blog post. The only difference is that in theory an article would be posted on a non-blog website, and a blog post would be posted on, well a blog!

Another factor here is that if the answer really needs the length of an article then you can in fact combine your blogposts together and add in any missing filler material to form the completed article.

How to create a video

To create a video, these days you can just get away with using your smartphone as they all have good quality cameras, and record yourself teaching someone using the same formula as you would use for writing a blog post.

Of course if you are serious about your online business you need a laptop or desktop computer. (My mantra is that smartphones and tablets are for *viewing* but you need a proper computer for the *doing*).

The only difference is that you are speaking the words instead of writing the words. In other words, you will tell the viewer what you are going to teach and why it is important, then tell the reader how to do what you are teaching, then at the end give a verbal resource box - for example:

By the way, do you want to learn more about (topic of video)? If so, go to my website (give url) and download my free guide (how to do [topic of video]). For more videos like this, subscribe to my video channel (for example, YouTube channel).

Additional notes on content formula

Notice that the formula for creating all of these forms of content is the same, they are just called something different based on the media or location, and they are delivered differently. You can use the same formula for recording audios, writing pdf guides, or even short books like this.

Notice this book is organized the same way - I told you what and why I was teaching about advanced article marketing, I gave you the steps for doing it, and at the end of this book I am going to tell you where you can go to get more training on this topic if you want it. The only difference is that a blog post might be a few hundred words long; this book is a few thousand words long.

Step 2: Getting your content published

Your next step is to find places where you can publish your content. The obvious places are:

- 1) Your own site,
- 2) Your blog,
- 3) Face-book,
- 4) YouTube,
- 5) Hubpages,
- 6) Ezinearticles,
- 7) Niche forums,
- 8) Guest writing.

For example, maybe in your niche there is an industry blog or article directory where experts in your niche are welcome to publish content. Each time you submit content, simply link to both your website and another instance of your content.

If you want, you can use just those obvious places. And many people do. However, there are a few more places that are harder to find, but because they are harder to find, and because they tend to be very niche-specific, you can end up with much more and much higher quality traffic and visitors if you choose to do the extra work to find these more advanced sources.

These could be contacting businesses with internal networks (intranets) where they host relevant documents for their workers.

However, once you have done the hard work of finding these sources, the process of publishing your content at each one is just as easy as publishing at any of the easy sources I have listed above. Therefore, I highly recommend that you find some of these sources for yourself, as you will be amazed at how many visitors you can generate by using the advanced sources.

Advanced sources of content traffic

The 2 primary advanced sources are: other people's blogs, and niche forums.

I'll show you the niche forum method first, only because it is fast and easy to explain. Then I'll explain the "other people's blog" method and how to find high-traffic blogs and a way to get your blog posts published on their blogs.

Niche forum method

Niche forum method: Before giving you the steps, I'll give just a little background on niche forums. A forum is a web site that is usually designed in a question and answer format, where people who are interested in a certain topic gather to talk about ideas and get their questions answered about the topic. Generally if someone spends time in a forum and isn't trying to establish credibility and traffic like you will be, he is generally interested in the topic and is a likely prospect for you. This means that the people asking the questions are generally prospects for your help.

Having said that, I have to give you one strong warning: if you try to sell to these people on the forum, you will likely be excluded (banned) from the forum. Don't sell in the forum.

The idea instead is to position yourself as an expert on the topic, and when someone needs more help than the forum can provide, he will seek you out as an expert. He might ask you for help through the forum, he might google you and find your website online, etc. But never offer help directly. Let the prospects come to you.

So how do you position yourself as an expert? Let's take it back a step and ask yourself this: what leads YOU to believe someone is an expert? Is it their knowledge? Their ability to answer your questions? Their appearance on a place where it is assumed that if someone is answering questions, especially many questions, that he is an expert?

My guess is your answer is in the "yes" category for those 3 questions, especially if all three conditions are true for the person you are evaluating as being an expert.

On the forums, those are generally the criteria people use to assume you are an expert. So if you go onto a forum and do those 3 things, then over time people will begin to see you as an expert. And if they see you as an expert, when they need help, they will come to you, not someone who is not positioned as an expert.

So here's how to do it:

Find the forums in your niche. To do this, google "forums + (your niche)", for example, "forums + natural foods." For most popular topics you should find several forums. Become a member of all the forums, and simply begin answering 10-20 questions per day from people who are asking questions. Don't start with 100 a day or some other big number, because the forum administrators might think you are trying to pull a fast one. And only give good advice. If you don't know the answer, either find it, or skip answering that question. Never answer a forum question like this: "I don't know, but maybe you could . . ." If you don't know, don't answer. Also, only answer posts from the current day. Those are the people who need help now. If someone posted a question 2

months ago, they either have figured out their answer, or likely don't need help any more.

Do this every day for 90 days. It shouldn't take more than about 20 minutes a day to answer everyone's question that has come in in the last 24 hours. After 90 days, your credibility value on that forum will be high. At that point, if you are allowed a signature file in your posts, put a link to the highest credibility place you have online. If you have a website, link to the website. If you have a book, link to where someone could buy it. If you are a published author on an industry website, link to your author page.

But I re-warn you: don't put something in your signature asking someone to go to your site or link or anywhere for any reason. Just put your name and the link where you want him to go; under your name, link in a normal email signature. That's it. If someone wants to find out more, she will figure out how. You don't have to spell it out (who doesn't know how to click a link these days? no one should need to be told to do it if he wants to do it. If he doesn't want to do it, telling him to won't make him.)

Blog posting method

The next method is finding other people's blogs to publish your blog posts on. We generally call this guest blog posting, although sometimes a blog or website might call you a "guest author," a "syndicated writer," etc., but the terminology isn't important. Getting to write a blog post (or article or other content piece) on someone else's (preferably high traffic) website or blog is what is important.

The first step is finding the websites or blogs that are potential places you could become a guest writer. Once you have found the potential sites, you send each owner or editor an email asking if he or she needs another writer. If he says no, that's okay; you are going to be asking many people and some will say yes. If he says yes, you now have a new site to be a guest writer for. I recommend becoming a guest writer for at least 10 websites.

The next consideration is the quality of the blog or website. You want to write for the best and most highly trafficked websites or blogs possible. When you first start out and no one respects you in your niche, the most highly trafficked sites might turn you down. So when you start out, you might have to start out writing for less-trafficked sites, and over time as you gain a reputation as a niche writer, you can move up to higher-trafficked blogs and websites.

Here is the process for finding websites to write for:

- 1) Go to Google and search for topics people might be interested in if they needed help in your niche. For each topic or keyword search, there are 10 websites or blogs that are featured in the first page in google. So if you can find 50 keyword phrases to search for, you will be exposed to something in the range of 500 possible websites or blogs.

- 2) Look through each blog or website and ask yourself, would my writing fit on this site? Is this topic relevant for me? There are no hard and fast rules for this; use your gut, intuition, etc.
- 3) If the site passes that test, then try to determine if the site is open to guest writers. The easiest clue is if the daily posts are written by multiple people instead of one person. If they are written by one person, then it is likely it will be more difficult to convince the owner or editor to allow you to guest write. But if the site only has one writer, but doesn't appear to have new posts lately, possibly the writer is no longer able to write posts, or is personally tired or bored of writing. If that is the case, he might be excited to have someone like you write for his site.
- 4) If you want to focus on highly trafficked sites, then go to a traffic tracking website like alexa.com and do a search for the site you are interested in writing for. The lower the number, the more traffic that site tends to have (I say tends to have, because the traffic numbers are skewed estimates, not exact counts.)
- 5) Write a personal email to each owner or editor asking if he needs a guest writer.

This email might look like this:

Dear (owner's or editor's name)

I am a writer in the (niche), and wonder if you would be interested in having me do some guest writing for your site. I have attached a few samples of my writing; or you can view some of my blog posts on my site here: (link to your site or someone else's site where you have written blog posts).

Please just reply if you are interested and we can talk more.

*Thanks,
Your Name*

Many people will ignore the email, but that's okay. You only need responses from the people who want to pursue you writing for them.

So what's in it for the blog or website to let you write for them? The key is that their websites need content, and if you write it, they don't have to. So they let you put your resource box at the end of your article, so you get traffic and visitors from the articles and blog posts, and they get content for their website or blog, so it is win-win for both of you.

This method takes some time to find the first 10 blogs or websites to write for. But it is well worth it once you find those sites and you are regularly writing content for each site.

Step 3: Send readers of your content to your site

In written content, use a resource box like this at the end of your content (article, blog post, etc.) to send readers to your website:

By the way, do you want to learn more about (topic of blog post)? If so, go to my website and download my free guide, how to (topic of blog post): (link to website).

And do you want to read more blog posts like this about similar topics? If so, go here (url to another blog) to read more of my articles.

For video content, simply speak the above words.

For forums, simply put a link to your squeeze page or blog in your signature, but do not use a call to action (for example, click here, go here for more information, etc.). The readers who want more will click through without prodding.

Step 4: Letting people know about your content

The next step in the entire process is letting people know about your content online. If you are just getting started, this is the hardest part, but once you have pursued the strategies I have outlined in this book for 90 days or more, you will find it becomes easier and easier to get people to read your content. If you have a list or contacts in your niche, you can send an email pointing them to your content. Or you could advertise a little, perhaps buying some content ads on related websites, or buying mailings to other people's lists recommending their readers go to your content. But the best strategy when you are first starting out, in my experience and opinion, is to simply write as much as possible, for as many websites as possible, and link from website to website through your content.

90 minutes for 90 days

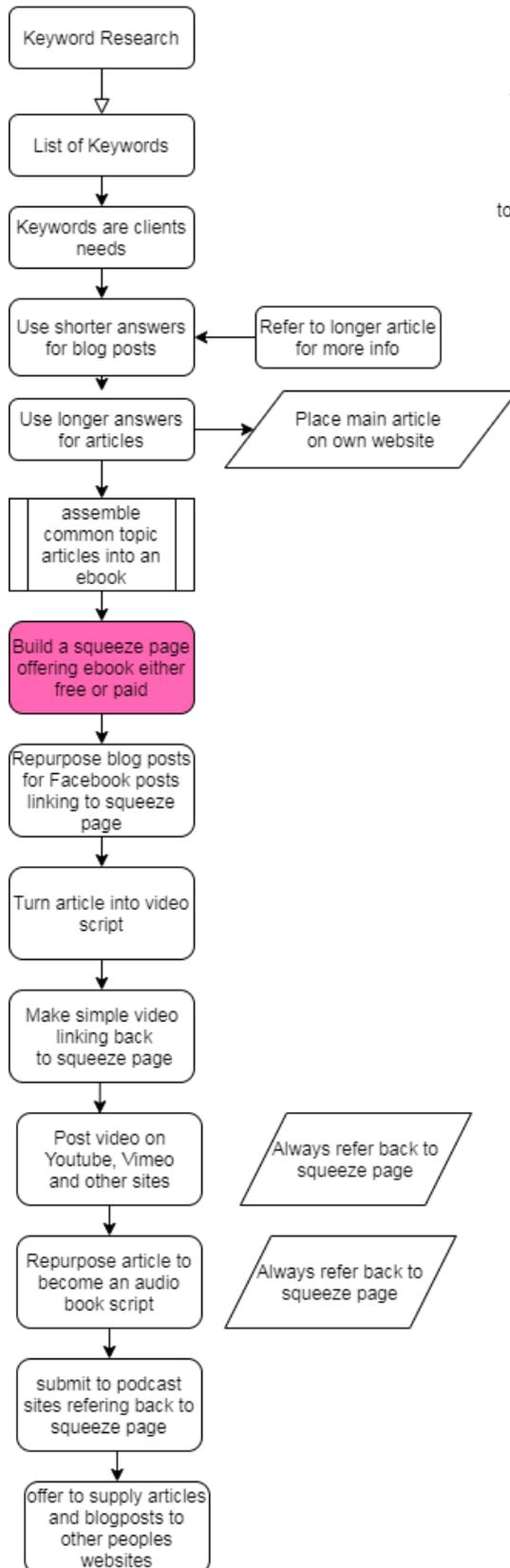
One of the rules of thumb I use I call "90 minutes for 90 days," meaning work 90 minutes per day for 90 days and you will be amazed at how much traffic you are getting. And keep in mind though that is 90 minutes of actually writing and posting, not 30 minutes reading emails, 30 minutes wondering what to do, and 30 minutes working, but a full 90 minutes of work with no interruptions. I recommend turning your phone off, closing your door, closing your email browser and only write and post content for the full 90 minute period.

This advanced article marketing strategy works, and when done the way I have just taught, is highly effective. I've built almost all of my traffic in my business through article marketing and I believe you can too.

And the proof is that YOU are now reading this e-book!



ARTICLE MARKETING PRO - THE 2020 WAY



To give a boost to your free traffic, use some paid ads to get instant attention.

You can set up automatic notifications to your subscribers. Every time you upload a new blogpost they are told

Use this simple training to enable this to happen
<https://addingtowealth.com/rss>

*THE END
(AT LEAST OF THE BEGINNING 😊)*

RESOURCES

There are many resources that are available to you. These will help you to produce **QUALITY** work fast!

There is no need to sit there with a blank page (or these days a blank word doc), wondering where to start writing.

The first help is Keyword Research. You need to know what questions or problems people are seeking answers to. There are many tools out there to help you do this. Some cost a fortune and are very clever. But there is a cheaper, simpler solution. [KRP](#) is cheap but powerful. Within minutes you will have a whole list of keywords, article suggestions and even the layout of a whole focused website if that's what you want. Why not see what it can do for you?

TEMPLATES are also a great way to speed up content creation. There are really no new needs under the sun. The answers have been provided before. These can form a template that you can adjust to more completely answer someone's needs.

I know of a whole collection – over 700 pages containing thousands of fill-in-the-blanks templates. [UCS](#) has been put together by a well-established internet marketer from his decades of personal experience. Let him help you on your journey to success.

As a matter of full disclosure, if you purchase the products above I may receive a few pennies in commission for introducing you. This does not affect in any way the price you pay.